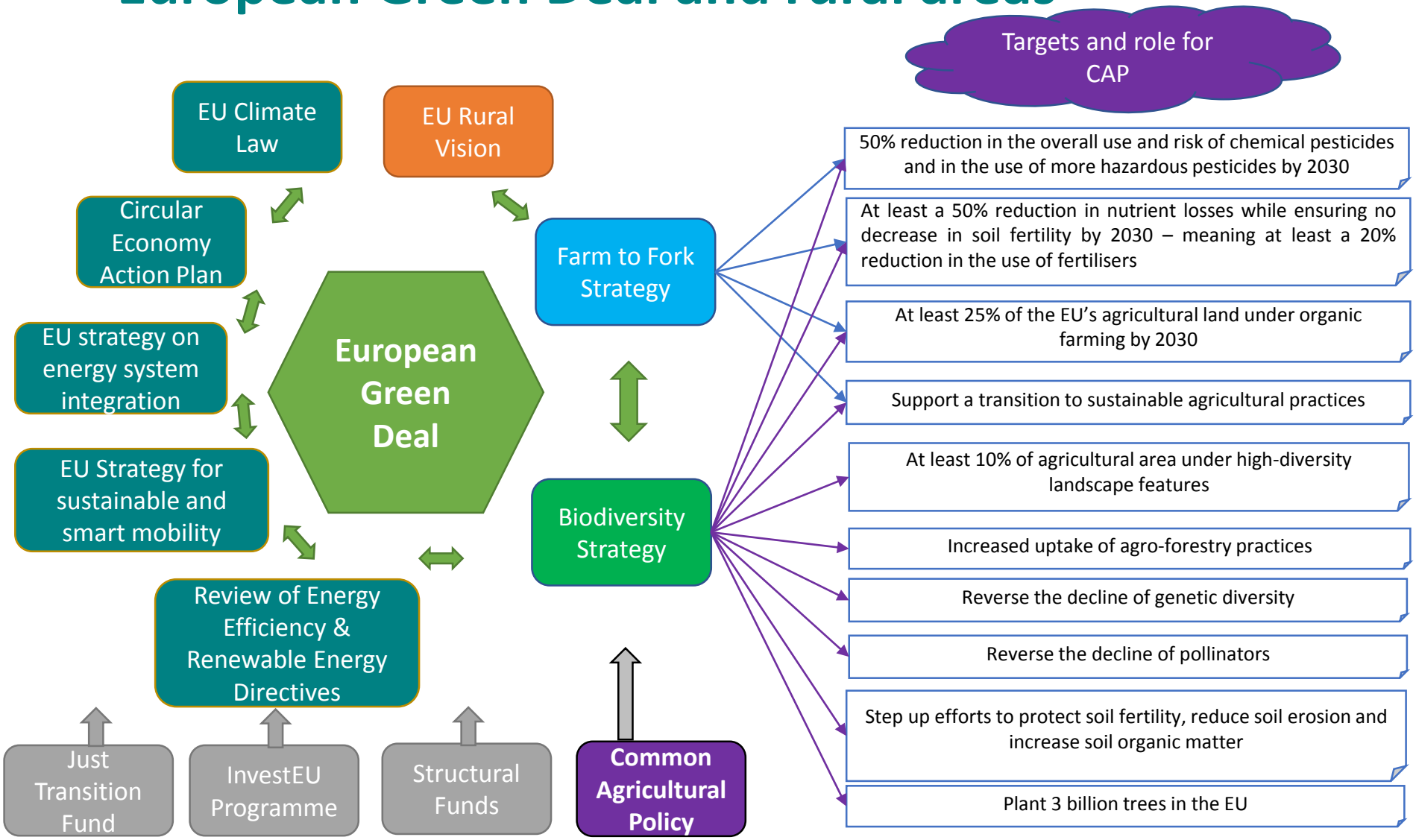European Green Deal and rural areas